

focus on PRIDE

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A TOP 10 TEAM

(L-R) Wanda Perich, R.N., intensivist Joseph Schellenberg, M.D., and respiratory therapist Ken Miller are among the caregivers who make up the MICU team here honored along with John Hopkins and Duke University.

Half a Chance to LIVE

When Heather Krasnov came into the medical intensive care unit with a 50 percent chance of living, the team saved her life. It wasn't a miracle—it's what they do as one of the Top 10 intensive care staffs in America.

Geoff Krasnov knew something was wrong with his wife, Heather. He just didn't know how wrong.

While in Florida last summer, Heather, 40, noticed numerous bruises on her body and felt overwhelmingly fatigued. When they returned on a Sunday, Geoff took her to the ED at LVH-Cedar Crest. By Wednesday, Heather was in the MICU with a serious blood infection that was threatening her life.

Enter the MICU staff. Doctors soon discovered the culprit: leukemia. But before they could treat her cancer, they needed to rid the infection that was attacking her body, causing internal bleeding, respiratory distress, heart problems and kidney failure. Her severity of illness "scored" among the most serious ever in the MICU.

Intensivists, doctors based in the hospital, led six

Continued on page 3





We Eat Wheaties, Too

*Our award-winning success shows that we deliver an Olympic standard of care.
We are the hospital of champions.*

**We go for
the gold,
and we
achieve it
every time
we heal
people.**

We watched with much emotion last month as athletes and teams engaged in the spirit of the Olympics. **We cheered** on U.S. figure skater Sarah Hughes, snowboarder Ross Powers, speed skater Derek Parra and many more. **We were moved, inspired and elated** as they soared to success and captured their sweet reward for all their years of intense training.

We at LVHHN can relate to Olympic success. We don't cram for our "events" here. We train, work hard and build our talent, endurance and skill over months and years and decades. We have coaches who encourage, teach and challenge us every day. We have team members—nurses, doctors, technical partners, food servers, chefs, housekeepers, secretaries, billing analysts and many more, some whom we never even meet—who support, respect and depend on each other for optimum performance. We embrace our "triple loop jumps" with determination, and sometimes we stumble. But we know it's OK as long as we learn from the experience and seize the opportunity to do better.

We go for the gold, and we achieve it every time we heal people—people such as Heather Krasnov who was saved by the award-winning staff in the medical intensive care unit (MICU) and whom you can read about in this issue. It's our impact on people like Heather that earn us the highest honors in our field, including recognition as a top 10 MICU, top 100 hospital and leader in quality and safe patient care.

We are leaps and bounds above the rest because many people here are ahead of their time. They discard conventional wisdom and take chances pioneering new ways of caring that may not have universal support or acclaim. They have a strong desire to do the right thing and make political and financial investments in advances such as CAPOE and experts such as intensivists, hospital-based intensive care doctors. Though it may seem safer to follow the leader, it is more rewarding to be the leader and know that others benefit from our commitment to clinical innovation and service excellence.

We are all winners at LVHHN, and our environment supports your goal to stay on top, to continue to show that "All Hospitals Are Not Alike." We surpass every standard of care. Our judges from the Department of Health, JCAHO and the Leapfrog Group (see page 3) and most importantly, our patients say so.

People are on their feet and the applause is loud and clear. Congratulations to everyone on the LVHHN team for your awards and future achievements!

Lou Liebhaver
Chief Operating Officer

Half a Chance to LIVE

Continued from page 1



Heather Krasnov and her husband, Geoff, returned to thank staff.

weeks of treatment that included daily rounds with cancer, infectious disease, blood and kidney specialists, pharmacists, respiratory therapists and nurses. The team slowed her body down with an induced paralysis, kept her breathing with a gentle ventilator and was diligent with more than 15 medications.

"The intensivist is like the captain of the ship, guiding intensive care with the expertise of an entire crew," says Stephen Matchett, M.D., director of critical care medicine. "That literally made the difference between life and death for Heather."

The MICU's live-saving efforts have been recognized among the ranks of Johns Hopkins and Duke University. The unit recently was named one of the Top 10 "Best Practice" ICUs in America by the National Coalition on Health Care, the Institute for Health and the Society for Critical Care Medicine. "We're very proud of this honor being the only hospital in the Northeast to be recognized," Matchett says.

However, to the staff, the more important recognition comes from Heather's family. "I just don't what I can say to let people know just how great LVH is," says Marilyn Krasnov, Heather's mother-in-law. Heather's husband does. "The fact that they saved my wife's life says it all."

Today, Heather's cancer is in remission, and she has returned to her job part-time in her family's apparel business in Allentown. Because she was heavily sedated at LVHHN and doesn't remember much of her stay, Heather recently returned to meet many of her caregivers.

It was a celebration of hugs, smiles and inspiration. "Seeing successes like Heather," Matchett says, "makes all our training worth it."

Dennis Lockard

Keep on Learning

See "What's Happening" for details about a critical care conference on Sept. 20.

One Giant Leap for Quality

No, it's not a Palm Pilot or a GameBoy or even an Etch A Sketch. But that hand-held device that physicians and staff in the Transitional Trauma Unit (TTU) and 6B tote around is making a difference. Computer Assisted Physician Order Entry (CAPOE), implemented last June in TTU, allows physicians to input medical orders directly into these computers, thereby saving time and potentially eliminating 75 percent of mistakes related to medications.

The Leapfrog Group cited CAPOE, intensivists and experience as reasons for recognizing LVHHN as a leading hospital in safe and quality care. Leapfrog is a coalition of more than 90 businesses such as AT&T, IBM, General Electric and General Motors that provides health care benefits to its employees.

LVHHN is the only local hospital using CAPOE, which alerts physicians of duplicate orders, drug interactions and contradictions, and eliminates illegible handwriting. The technology will soon be implemented on other medical/surgical units here. "CAPOE is a major change in how we do things, and it takes time to learn," says Don Levick, M.D., who is coordinating CAPOE. "But the nursing staff members say they'll never go back to using paper."

PRESCRIPTION FOR PRESCRIPTIONS

CAPOE orders are sent directly from physicians to the pharmacy. Here, Donald Levick, M.D. (left), coaches Joan Naktin, M.D., on how to use the new system on 6B.



*Now a part
of LVHHN's
family, nurse
anesthetists
ensure
successful
surgeries with
technical skill
and a caring
touch*

A Smooth Landing for CRNAs

A CAREER TAKES OFF

Nurse anesthetist Dan Ohl discovered his career passion at a career fair while attending Southern Lehigh High School.

Today, he cares for heart patients—including some hometown neighbors—as a member of LVHHN's family.



The patient is in the operating room, awaiting his first major surgery. He's nervous. He's sweating. He's afraid.

Then Dan Ohl, certified registered nurse anesthetist (CRNA), walks in. Ohl gently touches the patient's hand, strikes up conversation and cracks a joke. The patient's nervousness melts away.

"Patients often experience fear because they're losing control," Ohl says. "That's why understanding each patient and talking before surgery is so important."

Ohl is one of 55 CRNAs with Lehigh Valley Anesthesia Services (LVAS), a new corporation in partnership with LVHHN that includes nurse anesthetists from all three LVH sites and at Fairgrounds Surgical Center. On a typical day, CRNAs administer and monitor anesthesia for more than 140 patients.

"It's like flying in an airplane—passengers are most nervous at takeoff and landing," says Andy Kovach, chief of the CRNAs at LVH-Cedar Crest. "In surgery, studies prove that the way patients go to sleep determines the way they wake up. So the more comfortable our patients are just prior to surgery, the more relaxed they'll be afterward."

CRNAs are unique in that they handle all types of surgeries—from artery bypasses to total hip replacements and trauma. As such, they're always in demand.

"We'll treat a 250-pound biker one minute and a frail 92-year-old lady the next," CRNA John Kresge says. "Each patient requires different approaches in how you anesthetize, so you have to be very adaptable."

The formation of LVAS is one step in keeping the best and brightest CRNAs in the LVHHN family. The new company, formed in January, pays particular attention to the CRNAs' needs by offering staggered schedules and often allowing them to work with specific surgeons and specialties. (Ohl, for example, works mostly in heart surgery.)

Furthermore, LVAS includes nurse anesthetists on its board of directors alongside anesthesiologists and administrators. "Being part of the corporation helps CRNAs develop a real fellowship," Kovach says.

And having a CRNA as administrative director—Fred Ackler—is another step toward fellowship. "Though he's new to our organization, he knows our needs, our equipment and our business," Kovach says.

"We love our jobs," Ohl says. "At LVHHN, we have autonomy and make important decisions during surgery. For me, it's a perfect fit."

Kyle Hardner

A Moveable Feast

An ambitious action plan has made food services staff star performers in the eyes of patients and Press Ganey

“It’s the best restaurant in Allentown,” raves one critic.
“Great service,” gushes another.
“The crab cakes were excellent,” says a third.

An ad for a local restaurant? No, it’s feedback from patients at LVHHN praising the food services department. It’s no wonder. In nine months, the department’s Press Ganey percentiles* measuring overall performance leaped from 68 to 96 at LVH-Cedar Crest and 17th & Chew combined, and from 3 to 72 at LVH-Muhlenberg. Equally impressive, food services at all three sites rate the highest among all departments.

Four key questions on the Press Ganey survey ask patients about education, food quality and temperature, and hostess courtesy. Their answers are guideposts in food services’ journey for excellence. “Everything we do is in response to what patients tell us,” says Ann Flickinger, clinical nutrition manager at LVH-Muhlenberg.

* *Percentile measures how our patient satisfaction ranks compared to other hospitals our size.*



SATISFACTION GUARANTEED

(L-R) Hostesses Suzanne Sheridan, TOHU, and Erika Carmen, 7B, sample the roast pork loin prepared by Al Frey, executive chef, as part of food services’ drive for top quality and customer service.

HERE ARE THE TEAM’S WINNING STRATEGIES:

They brainstorm with all team members.

Hostesses, dietitians, food service supervisors and directors, technical partners and nurses from each unit gather regularly to discuss patient satisfaction challenges and solutions. “Staff at every level really has focused on building relationships that meet and exceed patient expectations,” says Andy Barsky, director of food and nutrition.

They focus on education. Instead of handing out printed menus, hostesses read them aloud. This gives patients an opportunity to ask questions and be referred to a dietitian if necessary. “Our patients are guests, and we ask what we can do for them,” says Judy DeHaven, director of dining services at LVH-Muhlenberg.

They are easily accessible. Hostesses, who deliver and pick up meals, carry pagers so they can respond more quickly to a change in a patient’s order.

They guarantee tasty food. Taste testers sample and record food quality every day. Staff does more food temperature checks and has rearranged the tray assembly process to make it more efficient.

They reward star servers. Hostesses engage in friendly competition to “Strive for 5,” the highest score patients can give on each Press Ganey question. Hostesses who are mentioned by name on patient surveys receive a modest monetary bonus.

They enlist special help. Cedar Crest College nutrition students talk with patients about their diets and meal satisfaction. “The students are eager to learn and work well with patients,” says Kim Pettis, director of clinical nutrition, LVH-Cedar Crest. “They are an integral part of our team.”

They post scores, goals and action plans to ensure staff is always aware of performance and expectations, and regularly discuss how individual and team efforts impact Press Ganey scores.

Elizabeth McDonald

EARN A PAY BONUS—See the “Shared Success Report Card” inside this issue to learn how spectacular Press Ganey percentiles can earn you money.

YOUR PLAN TO NEW



JOURNEY TOWARD WELLNESS THROUGH

As you navigate the road to good health, Choice Plus and LVHHN are your best companions. "It's important that you have choices and control in your wellness," says Jack Lenhart, M.D., Choice Plus medical director. "We help you get the most benefits for your health care dollar."

GENERIC or BRAND It's Your Choice

Generic drugs offer a benefit: low prices. But are they as safe and effective as brand-name drugs? Yes, says pharmacist Brian Lenich, director, Health Spectrum Pharmacies. "The FDA mandates that the active ingredients are identical."

However, because most brand-name medications are patented for at least 17 years, generics aren't always available. Keep track by writing your medications on the "Alternative Prescription Drug Worksheet." Discuss them with your doctor, who might suggest generic substitutes, less expensive brand-name medications on LVHHN's preferred drug list or an over-the-counter medication.

Drug worksheets and preferred drug lists are available at any Health Spectrum pharmacy and on the Choice Plus bulletin board on e-mail.



FREE HEALTHY YOU CLASSES Worth \$275

Did you know that regular exercise cuts your risk of heart disease in half? You can control your risk—and sometimes do it for free—in a *Healthy You Programs* class.

Families are reimbursed up to \$275 for participation in *Healthy You's* select exercise, nutrition, stress reduction and self-care programs. "You can get a high-powered workout or a soothing massage, learn weight-loss techniques or get tips on child care—conveniently, at all campuses

and soon at another location on Fish Hatchery Road near LVH-Cedar Crest," says Greg Salem, director of *Healthy You Programs*.

Only selected Healthy You Programs are covered by Choice Plus, and you must meet that class's requirements to be reimbursed. Log onto the Intranet at www.lvb.com for a class list and requirements.

IF IT ISN'T COVERED A Tax-Free Benefit

Perhaps your child needs braces, and Choice Plus doesn't cover all the expenses. Maybe you'd like a health screening that's not covered or be reimbursed for your drug and physician co-pays. If so, the health care flexible spending account (FSA) can help.

"You can deposit between \$100 and \$3,000—and reduce your taxable income—to cover your out-of-pocket health care expenses for that year," says Maryjane Zanders, benefits analyst, human resources.

Enrollment begins each calendar year, so you can sign up for 2003 next fall during open enrollment. "Estimate your planned expenses carefully," Zanders says. "There are no refunds for unused money at year's end."



For a list of services that you can fund through FSA, call the IRS at 1-800-829-3676 and ask for Publication 502.

CHOICE PLUS AND LVHHN

YOUR PERSONAL TEACHER for CHRONIC ILLNESS

Half of people with asthma use their inhalers improperly and, as a result, suffer more health problems and medical bills. The missing link? Education.



Free education programs help people with asthma, diabetes, hypertension and congestive heart failure attain optimum health. Spectrum's nurses work with your physician's care plan by teaching you skills to slow the effects of each disease and connecting you with services such as Health Spectrum medical products or the Helwig Center for Diabetes and Nutrition Education.

“We design a customized plan based on your needs,” says Mary Hermann, program manager. “We may discuss foot care with people with diabetes, benefits of peak flow meters with people who have asthma, or importance of maintaining a proper diet and weight with people who have congestive heart failure.”

Do you or a family member need a disease management teacher? Call the disease management nurses at 610-402-7417 for an appointment and a survey to test your disease knowledge.

Kyle Hardner

REWARDS FOR GOOD HEALTH

By using services at the Health Center at Trexlertown, you can earn free prizes and discounts through the new Healthy Rewards membership program.

Valley Preferred...

ALIVE AND THRIVING

With nearly 85,000 members, Valley Preferred, owned by the Lehigh Valley Physician Hospital Organization, is thriving.

Valley Preferred offers insurance options for your friends, neighbors and local businesses, including part-time employee plans, temporary insurance, college student plans, medical savings account plans and individual plans, and access to services at LVHHN.

Know somebody looking for insurance?

He or she can take a free class, “Health Insurance for the Individual,” by Valley Preferred on **April 2** and **May 7**. Call **610-402-CARE** to register or for a free Valley Preferred newsletter that highlights classes and benefits, and log onto www.valleypreferred.com.

**Call 610-402-CARE
for a Healthy
Rewards flier.**

How Personal Experience

JOHN FITZGIBBONS, M.D.

"I was a patient first."

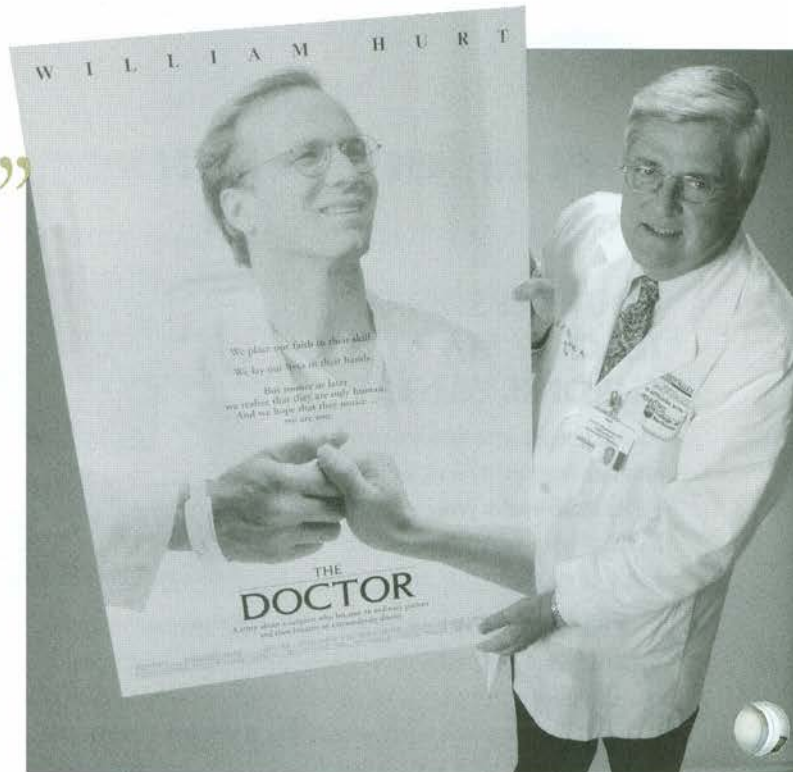
A funny thing happened to John Fitzgibbons, M.D., on his way to the Foreign Service. He got appendicitis and ended up pursuing a career in medicine instead.

Hospitalized for eight days, Fitzgibbons, then a senior in high school, met a young resident whose enthusiasm for his work was inspiring. "He would sit and talk with me, and really planted a seed," Fitzgibbons says.

Now it's Fitzgibbons' turn to plant some inspirational seeds of his own. He has been named holder of the \$1.5 million Leonard Parker Pool Endowed Chair in Medicine at LVHHN. Advancing clinical research and continuing education programs for physicians and medical residents are just some funding opportunities, Fitzgibbons says.

He also is attuned to the need for communicating more effectively with a growing Spanish-speaking patient population. He hopes to recruit more top graduates from medical schools in Puerto Rico—graduates like Edgardo Maldonado. "He has a waiting list of Spanish-speaking patients—the word is out that he's here," says Fitzgibbons. "We need more physicians like him."

Fitzgibbons knows firsthand the difficulties a language barrier can pose. Seventeen years ago, he and his wife adopted a Spanish-speaking boy from Guatemala. "We learned so much from that experience," he says.



DOCTOR AS PATIENT—John Fitzgibbons, M.D., hosted a movie night at Muhlenberg College for staff to watch *The Doctor*, a 1991 film about a physician's humbling experience as a patient. "We need to stay attuned to how patients feel," Fitzgibbons says.

And he continues to pass the lessons on in his nearly 14 years here. Understanding his patients has—and always will—helped him chart the course of caring at LVHHN. "The concept in medicine used to be, let us tell you what you need," Fitzgibbons says. "We now connect with the community's needs."

The best way for doctors to be in touch, he says, is to be a patient. "Then you understand what it's like to be at the other end of the stethoscope," he says. "I know from personal experience."

fulfilling **LEONARD POOL'S DREAM**

Twenty-five years ago, Air Products founder Leonard Parker Pool dreamed of a superior regional hospital, providing superior health care for the people of the Lehigh Valley. Today that dream is a reality at LVHHN, thanks in large part to the Dorothy Rider Pool Health Care Trust he established in his will. Pool's legacy is now helping LVHHN become a premier academic hospital through the endowed chairs bearing his name.

"Endowed chairs are what make this institution unique in our mission to heal, comfort and care," says John Fitzgibbons, M.D., holder of the Pool Endowed Chair in Medicine. "They allow us to dream, experiment and innovate."

Like a tricycle, the rear wheels of education and research funded by such chairs propel the front wheel of superior and compassionate patient care.

nce shapes care

THE HOLDERS OF THE

LEONARD PARKER POOL ENDOWED CHAIRS SHARE THEIR STORIES AND VISIONS

"I'm an anthropologist and a doctor."

WILLIAM MILLER, M.D.

As a young anthropology student, William Miller, M.D., knew the key to understanding people was in their environment and personal history. Now, as chairman of the department of family practice, Miller takes the same holistic approach with his patients, encouraging his staff to do the same.

"Anthropology studies culture, and culture defines us," says Miller. "It's who we are, what we think and feel, and how we make sense of our lives. Healers have a huge role in guiding people through that."

Curiosity always has driven Miller. It led him to pursue a master's degree in medical anthropology and eventually become a doctor. "I wanted to be involved in healing relationships with people, not just study them," he says. "Now I use anthropology to care for the whole person—mind, body and spirit."

Miller's inquisitive nature and love of research should serve him well as holder of the \$1.5 million Leonard Parker Pool Endowed Chair in Family Practice. His department is reaching out to the Hispanic community, creating more health programs for teen-agers and researching better ways to work more closely with specialists on chronic illness care.



THE CYCLE OF LIFE—William Miller, M.D. (right), and his colleagues care for entire families from newborns to grandparents. Here, he enjoys his connection with the Thomas family of Allentown (L-R)—Amanda Arce and parents Jay and Mayra.

"We are one of three American Academy of Family Practice centers of research in the entire nation studying how we care for people," he says. "Family practice is more than disease control. We create patient partnerships and, together, set care priorities."

Miller's passion for people goes back to his boyhood. His father was an old-fashioned family doctor who made house calls and delivered babies. Miller sometimes would tag along, watching his father listen and learn from patients' stories.

Miller brings these same qualities to his own patients, making the occasional house call. "I say less and listen more," he says. "I reflect back on their strengths and try to support them. The beauty of it is, I'm learning too."

"Organizations thrive when they invest wisely in the future," says Elliot J. Sussman, D., CEO and president of LVHNN. "Leonard Pool knew that. He trusted us to use the financial capital and invest it wisely in intellectual and spiritual capital. I'd like to think that we've remained true to his vision by creating a premier academic community hospital that will continue to innovate and inspire."

Elizabeth McDonald & Pamela Maurer

A Pioneer Bids Farewell

NANCY STEVENS, R.N., RETIRES AFTER 40 YEARS
OF NURSING AND PAVING THE WAY AS
LVHHN'S FIRST PATIENT REPRESENTATIVE



If anything could go wrong for this patient, it did. And she was taking her anger out on the bedside nurses. In need of help, they called on patient representative Nancy Stevens, R.N.

"Oh, she will be OK," Nancy smiled. Soon the nurses heard what they couldn't believe—Stevens and the patient laughing.

This was classic Nancy Stevens, LVHHN's first patient representative who retired after 40 years of nursing last month. "Being an advocate for patients was her calling," says Rev. Fred Foerester, chair of the pastoral care consultation committee.

She always was available in a snap, listened before she spoke and ensured justice was served. "She remembers where she came from—bedside nursing," says Sue Newhard, director of PCCU.

Nancy jokes that she began her nursing career when nurses still wore skirts, counted IV drips and worked without air conditioning. She cared for patients at Sacred Heart and Allentown hospitals and was the ED's first charge nurse when LVH-Cedar Crest opened in 1974.

AN ORIGINAL ADVOCATE—Nancy Stevens, R.N., coached colleagues to honor patients' special requests, return to rooms when they promise, speak in layman's terms, keep in touch after discharge and more during her 26 years as a patient representative here.

There she cared for a man with heart trouble and discovered her calling. "That man was so scared," she recalls, "and his doctor wouldn't talk with him. I thought, 'I need to do something.'"

And she did. Stevens became LVHHN's first patient representative in 1976 and defined the role for herself and all that joined her here. She passed the lessons on by founding Pennsylvania's chapter of the Society of Patient Representatives, being a prime member of the ethics and pastoral care committees, helping implement Press Ganey, publishing articles and taking fellow patient representative Mary Anne Falcone under her wing.

"I'm proud to say that I learned from Nancy—she's seen and done it all," Falcone says.

Ask Stevens to tell her stories, and she talks about inspiration. "My patients have taught me that if you want to do something, do it now," she says.

Stevens retired in that spirit. "I want to walk as slow as the visitors walk to the cafeteria," she says. But is this really goodbye? "No way," she says. "I would miss the people here."

And people would miss her. "Even if you don't know Nancy Stevens, you know who she is," Newhard says. "She says 'hello' to everybody in the hallway."

And there will be more "hellos." Nancy will continue to co-chair the pastoral care consultation committee. "She does more than says the right words," Rev. Foerester says. "Her actions are based in love."

The Next Generation

Kim Badillo, R.N., is LVHHN's new patient representative who travels the path that Nancy Stevens paved. Here since 1992, most recently as clinical coordinator in the AIDS Activities Office, Badillo will serve LVH-Muhlenberg and LVH-17th & Chew, and women's and children's services at LVH-Cedar Crest.



Call 610-402-8222 for patient representative services.

Pamela Maurer

**HER
CARING GOES
"OVERTIME"**



Sara Ciaravino

Sara Ciaravino never minds staying late if need be at the Center for Women's Medicine (CWM), LVH-17th & Chew.

So, when the emergency department needed a translator for a Spanish-speaking patient one day, Ciaravino quickly volunteered to stay and help.

Once there, Ciaravino helped soothe a frightened victim of an alleged sexual assault. Her translation skills enabled the ED staff to deliver support and expert medical care.

"When it was time for me to leave, I didn't want to go," says Ciaravino, who remained with the patient for five hours. "She was very emotional, and I wanted to help in every way possible."

Those who know Ciaravino see her display concern, respect and empathy for patients every day as a CWM receptionist and outreach worker. "She's gracious, pleasant and always there when you need her," says Loretta Domin, CWM practice manager. "She lives PRIDE," says Kathleen Ingersol, administrator, ob-gyn.

Kyle Hardner

Congratulations to March's Service Star Award nominees:

Jennie Geller, ABC Family Pediatricians (LVPG)

Nominated by Maryjane Zanders, benefits analyst

Food Service/Clinical Nutrition Team, LVH-Cedar Crest, LVH-17th & Chew and LVH-Muhlenberg

Nominated by James Burke, VP, administration

Kathryn Wieder, pastoral care

Keith Snidker, Sharon Borger and David Kopes, facilities, LVH-Muhlenberg

Don Hougendobler, housekeeping, LVH-Muhlenberg

Gina June and Lester Frable, housekeeping, LVH

Nominated by Barbara Rutt, manager, pastoral care



Want to Nominate a Star?

Go to e-mail's bulletin board at [Forms_rewards](#).
Right click to "use form."

Win More Than Money

Winning a prize didn't enter Malvina Smith's mind when she submitted her first Working Wonders idea. "I never won anything before and didn't know I was eligible," she says.

That's why Smith, R.N., clinical coordinator at the AIDS Activities Office, LVH-17th & Chew, was pleasantly surprised when she became one of the first winners of a new Working Wonders contest offering month-long preferred and valet parking passes.

"It was a real big deal to me," Smith says. "Normally, I walk a few blocks to the main entrance, but for that month I just pulled my car to the front gate and turned over the keys. The valets were very nice, and the whole experience was wonderful."

Though her first idea wasn't approved, Smith will continue brainstorming to find Working Wonders. "One of my high school teachers once said, 'Nothing beats a failure but a try,'" Smith says. "I always remember his advice."

Those who submit an idea the month prior to the drawing are eligible for parking prizes. Twelve winners are named each month—nine for preferred parking spots at LVH-Cedar Crest and LVH-Muhlenberg, and three for the valet service at LVH-17th & Chew.

Kyle Hardner

Malvina Smith, winner of valet parking, hands her car keys to attendant George Shattah.



Have an Idea?

Submit it via e-mail's bulletin board at [Forms_LVH](#). Right click to "use form."
For information about Working Wonders, log onto the Intranet at [www.lvh.com](#).

HATS OFF

LVHVN PROVIDES HUNDREDS WITH A WARM WINTER

Employees and their families and four scouting troops pitched in to help children and adults stay cozy this winter. More than 200 hats, gloves and mittens were donated to the LVH-17th & Chew emergency department, which distributed the clothes to those in need.



MARK MORRISSEY CPA-READY

Three years of studying to be a certified public accountant have paid off for Mark Morrissey, a financial analyst in the department of finance, health services division. Morrissey recently passed the grueling two-day, 16 1/2-hour CPA exam. "It is an extremely difficult

exam that requires a lot of sacrifice and determination. I am very excited and happy that this is behind me."

Morrissey was encouraged in his studies by department director Scott T. Smith. "It's impressive that Mark pursued this," Smith says. "It's a difficult exam, and his new knowledge is valuable to us."

Lehigh Valley Heritage



Isadore Weida, M.D., and his faithful steed, Prince, made many a house call in turn-of-the-century Emmaus.

Weida, the great-grandfather of rheumatologist

William Iobst, M.D., is pictured on Main Street, Emmaus around 1910. An 1890 graduate of the University of Pennsylvania, Weida began his practice in Shenandoah, Pa., but moved to Emmaus after a typhoid epidemic decimated the town's population. He practiced medicine until his death in 1938.

Your Historic Photo in CheckUp—Submit your old family or health care photos to *CheckUp* to appear in a future issue. E-mail them to Denise Golant at dgolant@aol.com, or send/bring them to Karen Bobo, 1770 Bathgate Drive, LVH-Muhlenberg. We will scan and return them immediately.

MEET LVHVN'S NEW PHYSICIANS

Dental Medicine



Fred J. Bonacci, D.M.D.
General Dentistry

Practice: Joseph R. Loiacono Jr., D.D.S.

Education: University of Scranton; Tufts University School of Dental Medicine

Residency: Lehigh Valley Hospital-Muhlenberg

Family Practice



James F. Frommer Jr., D.O.

Practice: Solo

Education: Lycoming College; Philadelphia College of Osteopathic Medicine

Residency: Sacred Heart Hospital

Radiology-Diagnostic Medical Imaging



Barbara C. Cavanaugh, M.D.
Diagnostic Radiology

Practice: Medical Imaging of the Lehigh Valley, PC

Education: University of Rochester; Hahnemann University School of Medicine

Residency: Hahnemann University Hospital; MCP Hahnemann University

Radiology-Diagnostic Medical Imaging



Ann M. McGeehan, M.D.
Diagnostic Radiology

Practice: Medical Imaging of the Lehigh Valley, PC

Education: Lock Haven University; Jefferson Medical College

Residency: Geisinger Medical Center

Surgery



Kathya M. Damos, D.P.M.
Podiatry

Practice: Kramer & Maehrer, LLC

Education: Moravian College; Temple University School of Podiatric Medicine

Residencies: University of Texas Health Science Center at Antonio; Temple East Inc.

If you have news or a story idea for *CheckUp*, submit your suggestion by the 20th of the month for publication in the following month to Donna Karen Bobo, public affairs, 1770 Bathgate, using interoffice mail or e-mail, or by calling 484-884-4819. LVHVN is an equal opportunity employer. M/F/D/V

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Congratulations to the following employees on their March 2002 service anniversaries! Thank you for your continuing service to LVHVN.

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LVAS OB

30 YEARS OF SERVICE

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Medical Records

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Jennifer L. Brooks
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Maria D. Cruz
Transitional Trauma Unit

Nancy J. Dilcher
Day Care Center

Fredericka Ellis
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Karen M. Eschenbach
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Casey L. Maurer
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Patricia Petrilla
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Sheila M. Sferrella
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Cheri Shade
OR Centralized Scheduling

Kathleen E. Shaffer
Training

Traci L. Steltz
Cancer Financial Services

Tina M. VanBuren
GICU

Mary A. Wechsler
Emergency Department Registration

Craig M. Yurick
Emergency Service-CC

Art at the Oscars

April 5

Friday, April 5 A fund-raising auction to benefit Friends of Nursing

Preview 6:30 p.m. • Auction 7:30 p.m.

The auction will feature 200 custom-framed watercolors, serigraphs, lithographs and etchings. A "Collector's Club Corner" will feature nationally and internationally known artists.

Ticket cost: \$25 (includes food and beverages)

Call professional development at 610-402-1704.

Blood Drives

April 3 and April 22

Wednesday, April 3

Banko Family Community Center
LVH-Muhlenberg

Monday, April 22

Lobby, LVH-Cedar Crest

Blood donations are always needed. It is a "Gift of Life."

Call or e-mail Kathleen Mundt at 610-402-8180.

MS Walk

April 21, Bethlehem and May 5, Allentown

Join Team "Lehigh Valley Hospital" in the annual MS Walk to raise funds for multiple sclerosis. A 7-mile walk will be held in Bethlehem at Sand Island on **Sunday, April 21** and a 5.5 mile walk at Little Lehigh Parkway, Allentown on **Sunday, May 5**.

Team captain is Nancy Eckert.

For information and registration forms, contact Sharon Bartz at 610-402-9008.

The Annual "Take Our Children to Work Day"

April 25

Thursday, April 25 • 8-10 a.m.

A continental breakfast and career fair will be held in the Anderson wing at LVH-Cedar Crest and in the first floor conference room at LVH-Muhlenberg. Children must be 12 years old or in sixth grade. Packets with program details and confidentiality/ health screen forms are available from department heads only.

Forms must be turned in by April 11. **For more information, call the professional development and outcome studies office at 610-402-1704.**

March of Dimes WALK AMERICA

April 27 and 28

Saturday, April 27

Bethlehem—Northampton Area Community College

Carbon County—Beltsville State Park

Easton—Riverside Amphitheatre

Check-In 8 a.m.

Start 9 a.m.

Be part of the No. 1 team that raised the most at last year's event! **For the name of the team captain at your site, call Beth Martin, 610-402-8980.**

Pulmonary Critical Care Symposium

Sept. 20

Therapies and Sepsis Case Studies That Improve Practice

Friday, Sept. 20

LVH-Cedar Crest, Auditorium

Registration 7 a.m.

Conference 8 a.m. - 4:30 p.m.

Spend the day exploring the challenging multidisciplinary topic of sepsis in critical care and networking with your colleagues. **For information, contact Daniel Ray, M.D., at 610-439-8856.**

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